



Business Evaluation

Business/Organization Name _____

Contact Name _____ Phone _____

Business Description:

How do others perceive your company? What are some common misconceptions that people have of your company?

How do you wish to be perceived?

Who are your target clientele?

Where are you located/business zone?

Do you have:

N/A	Yes	No	Redo
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Logo
Business Card
Brochure
Fact Sheet
Newsletter
Thank You/ Follow-Up Letter

_____	_____	_____	_____	Coupons/Gift Certificates
_____	_____	_____	_____	Website
_____	_____	_____	_____	Marketing Materials

Are there any media such as Magazines/Newspaper/Newsletters that are relevant to your life of work?

Are there any relevant groups or organizations in your line of work?

Do you do any Special Events/Promotions/Contests/Holidays/Occasions? Are you currently running any of these?

Do you have a mission statement? What is it?

What is your USP – Unique Selling Position? What do you have to offer?

What makes your business/organization special?

How do you say thank you to your clients?

Who are your competitors?

How do you provide better quality, price, or customer service than your competitors?

What are some of your company's weaknesses?

Do you advertise?

Radio:

TV:

Print:

Other: (valupak, direct mail, etc...)

Do you have experience in:

- _____ Seminars
- _____ Public Speaking
- _____ Teaching Classes
- _____ Writing Articles
- _____ Book Publishing
- _____ Media/TV/Radio Interviews

Do you have any Testimonials/Endorsements?

Do you belong to any Groups/Associations/Chambers/Service Organizations?

Is your company associative with any Non-profits/Boards/Committees?

Are there any Tradeshow in your field that you attend or could attend?